



*membership*



Carnelian Bay · Tahoe Vista  
Kings Beach · Crystal Bay

BUSINESS DEVELOPMENT

DOWNTOWN REVITALIZATION

PROMOTION & EXPOSURE

REPRESENTATION & ADVOCACY

ECONOMIC INVESTMENT

### NTBA MISSION

The mission of the North Tahoe Business Association (NTBA) is to work to improve the economic well-being of the business community and enhance the quality of life through the creation and long-term preservation of a vibrant economic climate. This will be accomplished by representing member interests with local government agencies and providing leadership in community affairs.

### WHAT OUR MEMBERS HAVE TO SAY

“Having joined the NTBA in 1986, the continual leadership of this organization has been a mainstay to the community. With the establishment of the Main Street program as well as all of the community programs, the NTBA reaches out to all of us in Kings Beach”

— Polly and Richard Smith, *Sierra Shirts and Shades*

“As we anticipate the revitalization of Kings Beach in the near future, the NTBA will continue to grow in importance as a conduit between the community and our local and regional governments. Increased participation and membership is now more important than ever”

— John Bergmann, *PrintArt/SierraMail*

“A town needs its businesses to communicate and touch base with one another. This dialog helps us all to be better and more prosperous business people, and the NTBA is our moderator”

— Frank Mooney, *CPA*

### NORTH TAHOE BUSINESS ASSOCIATION

Post Office Box 1023  
8645 North Lake Blvd. #13  
Kings Beach, California 96143  
ph: (530) 546-9000  
fx: (530) 546-9002  
[www.NTBAMainStreet.org](http://www.NTBAMainStreet.org)  
[info@ntbamainstreet.org](mailto:info@ntbamainstreet.org)



Placer County Redevelopment Agency —  
Sponsor of the Main Street Program

*A Main Street affiliate*

*serving North Tahoe businesses*

[www.NTBAMainStreet.org](http://www.NTBAMainStreet.org)